



[REDACTED] DOH/GB  
13/09/2012 18:51

To [REDACTED] DOH@DOH  
cc  
bcc  
Subject Fw: Say No to Plain Packs

[REDACTED]

[REDACTED]

Tobacco Programme Manager  
Department of Health

Tel: 020 7 [REDACTED]  
Email: [REDACTED]@dh.gsi.gov.uk

Get off cigarettes with NHS support - call 0800 169 0 169 or visit  
[www.nhs.uk/gosmokefree](http://www.nhs.uk/gosmokefree)

----- Forwarded by [REDACTED] DOH/GB on 13/09/2012 18:51 -----



Deborah Arnott  
<Deborah.Arnott@ash.org.uk>  
04/05/2012 16:26

To [REDACTED] DOH/GB@DOH, [REDACTED]  
[REDACTED]@DOH, Tabitha  
Brufal/POLICY/DOH/GB@DOH  
cc  
Subject FW: Say No to Plain Packs

Fyi this email was circulated by Imperial Tobacco yesterday to its retail customers.

Have a good weekend.

Deborah



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Have your say...



SAY "NO"  
to plain packs



Dear Customer,

The Department of Health has launched a public Consultation on standardised (plain) packaging for tobacco products.

*They say "The purpose of this Consultation is to seek the views of interested people, businesses and organisations on a policy initiative that would require the packaging of tobacco products to be standardised, the aim being to improve public health by reducing the use of tobacco."*

The Consultation will run until 10th July 2012 with interested parties encouraged to provide their views online via the Department of Health Website.

[Click here to have your say on this important issue](#)

[Click here to sign the 'Hands Off Our Packs' online petition](#)

If mandatory standardised packaging were introduced it would have a massive effect on retailers and consumers, placing jobs at risk.

- Making all tobacco products available in the same standardised packaging may well create a switch in demand towards the illicit trade. Some consumers will prefer to buy cheaper 'branded' illicit tobacco products, in familiar packaging, rather than purchase more expensive plain packaged brands from legitimate retailers.
- It would be more difficult for retailers to recognise different products and conduct inventory checks. **Customer service will be slowed** at the point of sale.
- Consumers would also find it more **difficult to choose** between product variants from the same manufacturer and different brands from competing companies.
- Tobacco first, **what next?** - The loss of brand imagery on tobacco products would leave the door open for other products to be affected - Alcohol, Confectionery?

For further information you may wish to visit the ['Hands Off Our Packs' Campaign Website](#) or [YouTube Channel](#) (see below)



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Winterstoke Road, Bristol, BS99 1LQ  
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1860181. [Contact us](#)

We value the opportunity to keep our trade customers informed of industry issues and product information. We hope this contact is welcome and of value to your business.

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